

RFP for Totem Lake Green Trip Program Outreach

Answers to Questions Submitted

- 1. Question:** Does the RFP's estimated budget include incentives? That is, is the contractor expected to pay for the incentives and materials out of the \$50-\$60K? Considering the populations size and incentive requirements (\$50 gifts, free bus passes, etc.), the cost of operating the program could be quite high. I just want to know what is expected before we figure out how everything will work. Is the RFP just for a plan, or for the implementation/operation cost also?

Answer: We have a separate budget for the incentives and the incentives will be processed through our website. The RFP is for the plan and implementation/cost. We want to see your plan from which we will select the consultant and with mutual agreement the consultant would implement the plan.

- 2. Question:** On page 4, two key elements are listed: the reward commute calendar and the incentive prize drawing. Are both incentives to be available to both employees and residents?

Answer: The commute calendar and prize drawing are for both residents and employees within the project area and will be available through our website.

- 3. Question:** Can you tell me what consultants, if any, the City of Kirkland has worked with in the past regarding the Growth and Transportation Efficiency Center Program?

Answer: The City has not worked with any consultant with the Totem lake green trip program. This is our first outreach program.

- 4. Question:** Are any of the key elements of the TGT Program already in place (e.g. ride matching service, Try Transit program, commuter assistance, employer grant, bike rack grant), or is the consultant expected to create all key elements from scratch?

Answer: None of the elements you mentioned are currently in place. The ridematching services will be done through the State RideshareOnline service via our own webpage that is being developed and will be rolled out toward the middle/end of November.

- 5. Question:** Is the Reward Commute Calendar identical to the rideshareonline.com trip calendar, or will the consultant team need to include web development personnel who will create the Reward Commute Calendar? If web development is required, please include any known specifications (e.g. coding language, accessibility requirements, web host, open source requirement, etc.).

Answer: The reward calendar will be done through RideshareOnline. No web development is required for the consultant contract awarded through this RFP.

6. Question: Has the City of Kirkland identified any specific goals related to number of employers/employees and/or number of residents to be reached that the proposed program should be designed to achieve?

Answer: Our goal is discussed on page 27 of the attached/provided GTEC Program document.

7. Question: What is the desired total consultant budget for the TGT Program?

Answer: We are estimating the total cost for this portion of the project to be between \$50,000 and \$60,000. Obviously, we hope the cost will be closer to the \$50,000 amount and the proposed cost will be a consideration when evaluating proposals.

8. Question: Will you seriously consider proposals from out of state contractors?

Answer: We are considering out of state consultant, however in addition to marketing, this RFP has an element that requires on-site workshops, outreach, etc. working with employees/residents/employers in the program area so you'll need to take that into consideration.

Questions and answers released on October 19, 2010.

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